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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Previously presented) A system for providing personalized services, comprising
an apparatus which is capable of personalizing its behavior in accordance with a user profile, and
a gatekeeper device that is configured to selectively transmit a user identification only, in response to receipt of a communication from the apparatus, wherein
the apparatus is configured to effect the personalizing of its behavior based on the user identification.
2. (Previously presented) A system as claimed in Claim 1, characterized in that
the gatekeeper device includes a user control to selectively transmit the user identification.
3. (Cancelled)
4. (Previously presented) A system as claimed in Claim 1, characterized in that
the gatekeeper device is configured to provide notification of the communication from the apparatus.
5. (Previously presented) A system as claimed in claim 4, characterized in that
the communication from the apparatus includes an identification signal of the apparatus that distinguishes the apparatus from an other apparatus.

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6. (Previously presented) A system as claimed in claim 1, characterized in that the gatekeeper device is further configured to enable selection of one or more options that affect selectively transmitting the user identification at subsequent occasions.

7. (Previously presented) A system as claimed in Claim 1, characterized in that the apparatus is further configured to:
generate an identity tag which identifies a select personalization,
and
communicate the identity tag to the gatekeeper device, the gatekeeper device being capable of storing said identity tag for use as the user identification at subsequent occasions.

8. (Previously presented) A system for providing personalized services, comprising
an apparatus which is capable of personalizing its behavior in accordance with a user profile, and
a gatekeeper device that is configured to selectively transmit a user identification, in response to receipt of a communication from the apparatus, wherein
the apparatus is configured to effect the personalizing of its behavior based on the user identification and a user profile, and
the gatekeeper device is capable of storing the user profile for selective communication to the apparatus.

9. (Previously presented) A system as claimed in Claim 8, characterized in that the apparatus is capable of exchanging the user profile with the gatekeeper device or another apparatus.

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10. (Previously presented) A gatekeeper device comprising:

a transceiver that is configured to:

receive communication from an apparatus that is configured to effect a personalization of the operation of the apparatus based on a user identification, and

selectively transmit the user identification only; and

one or more user controls that facilitate selectively transmitting the user identification.

11-12. (Cancelled)

13. (Previously presented) A system as claimed in Claim 1, characterized in that the apparatus is further configured to effect the personalizing of its behavior based on user behavior following a prior receipt of the user identification.

14. (Previously presented) A method of facilitating personalization of a plurality of apparatuses, comprising

receiving a communication from each apparatus of the plurality of apparatuses, and

selectively communicating a user identification to each apparatus, in response to the communication from each apparatus, to selectively effect a personalization of each apparatus of the plurality of apparatuses based on the user identification.

15. (Previously presented) The method of claim 14, wherein

selectively communicating includes receiving a user selection that effects a transmission of the user identification.

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16. (Previously presented) The method of claim 15, wherein
the user selection also controls future transmission of the user
identification to each apparatus.
17. (Previously presented) The method of claim 14, wherein
the personalization of each apparatus is further based on user behavior
following a prior communication of the user identification.
18. (Previously presented) A system as claimed in Claim 8, characterized in that
the gatekeeper device is capable of exchanging the user profile with a plurality of
other apparatuses.
19. (Previously presented) A gatekeeper device comprising:
one or more user operable controls, and
a transceiver that is configured to:
receive a communication from an apparatus, including an
identification of the apparatus,
determine a state of the gatekeeper device relative to the
apparatus, from a plurality of states, based on the identification of the apparatus,
and
selectively transmit an identifier of a user, based on the state of the
gatekeeper device relative to the apparatus;
wherein
the state of the gatekeeper device relative to the apparatus is selectively
controlled by the one or more user operable controls.

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20. (Previously presented) The gatekeeper device of claim 19, wherein
the plurality of states includes:

a first state, wherein the transceiver transmits the identifier of the
user only upon an explicit authorization by the user, and

a second state, wherein the transceiver transmits the identifier of
the user without user intervention.

21. (Previously presented) The gatekeeper device of claim 20, wherein
the plurality of states further includes:

a third state, wherein the transceiver does not transmit the identifier
of the user.

22. (Previously presented) The gatekeeper device of claim 19, further including
one or more indicators that are configured to indicate the state of the
gatekeeper device relative to the apparatus.

23. (Previously presented) A method of controlling transmission of a user
identifier from a portable device including:

receiving, at the portable device, an identification of an apparatus,
determining a state of the portable device relative to the apparatus from a
plurality of states, based on the identification, and
selectively transmitting the user identifier based on the state of the
portable device relative to the apparatus.

24. (Previously presented) The method of claim 23, further including:

receiving a user input at the portable device, and
controlling the state of the portable device relative to the apparatus based
on the user input.

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25. (Previously presented) The method of claim 24, wherein

the plurality of states includes:

a first state, wherein selectively transmitting the user identification includes waiting for an explicit user input to enable the transmitting; and

a second state, wherein selectively transmitting the user identification includes transmitting the user identification without an explicit user input.

26. (Previously presented) The method of claim 25, wherein

the plurality of states also includes:

a third state, wherein selectively transmitting the user identification includes preventing the transmitting.

27. (Previously presented) The method of claim 23, further including:

providing an indication of the state of the portable device relative to the apparatus.